

2016 Network Business Plan

For: Women's Council of REALTORS® _____ **Network**

Complete 2016 Business Plan at the State orientation . The form is available online as an Excel file. Your state chapter and or Governor may require a copy. Do not submit this work to National.

WOMEN'S COUNCIL OF REALTORS®

MISSION

We are a network of successful REALTORS®, advancing women as professionals and leaders in business, the industry and the communities we serve.

Setting Goals for the Business Plan

Be SMART when Setting Goals to accomplish Mission, Vision and Values

Specific – What do we want to accomplish?

Measurable – How will we know when we achieve the goal?

Attainable – Can we figure out ways to make the goal come true?

Realistic – Is this something the Network is *willing* and *able* to work on?

Timely – Goal must have a timeframe for accomplishment.

After completing this Business Plan, be sure to ask:
Is each goal measurable with a timeframe for completion?
Does each goal move us closer to our Mission?

Goal: To provide Consistent Timely Communication & Marketing to Members and Prospects	How?	Timeframe to accomplish. Start Date. Completion Date.	Who is Responsible?	Resources Required	Define Success	√ When Done
COMMUNICATIONS/MARKETING						
Strategies						
Distribute a paper or electronic newsletter (or have a 'drip system' communication strategy in place for regular communication with members throughout the year)						
Send reminders prior to every program and or event						
Post network program information on wcr.org Speakers & Programs Forum & search for new program ideas						
Network website at wcr.org has a message from current Network President						
Post photos of Members/events on wcr.org Network website						
Schedule a minimum of 4 programs and 2 program/events and promote topic/speaker/content at least 60 days in advance						
Promote programs to non member REALTORS®						
Additional Goals/Strategies						

Goal: To have strong relationships with REALTOR® Boards and Business Organizations in the Community	How?	Timeframe to accomplish. Start Date. Completion Date	Who is Responsible?	Resources Required	Define Success	√ When Done
RELATIONSHIPS						
Strategies						
Develop and/or maintain relationship with the local REALTOR® Association Executive staff and Board						
Determine which programs and/or events will be co-sponsored with another Network , local association, related real estate or other professional organizations						
Implement a strong Strategic Partner Program						
Additional Strategies						

Goal: To Build the Network's identity as a REALTOR® business resource	How?	Timeframe to accomplish. Start Date. Completion Date	Who is Responsible?	Resources Required	Define Success	√ When Done
NETWORK EFFECTIVENESS & MEMBERSHIP VALUE						
Strategies						
Scholarship program to fund attendance of non-office holding national members for WCR related educational or organizational events						
The full year's network program dates to be scheduled & announced to members by mid January (or earlier) & posted on wcr.org/network website						
Schedule New Member Orientations throughout the year as needed						
Use <i>Task is to Ask Kit</i> for member involvement and project evaluation						
Recognize members who earn/maintain the PMN designation						
Build "intentional" member networking, relationship-building and/or exchange of value) into all programs and events						
Use National Website-Correct Logo on all flyers, emails, materials distributed						
Use National Website to promote business value of programs and events						
Additional Strategies						

Goal: To Operate and Maintain a Strong Healthy Network	How?	Timeframe to accomplish. Start Date. Completion Date	Who is Responsible?	Resources Required	Define Success	√ When Done
ORGANIZATION AND MANAGEMENT						
Strategies						
Report officers to National WCR by November 1						
Complete Annual Report and Program Evaluation Check monthly or as each program or event is held						
Prepare a balanced budget for the year and review finances at every Governing Board meeting						
Elections held prior to Fall State Meeting						
File all tax documents as required by law						
Maintain D&O and Event/Liability insurance policies						
Schedule Retreat Date, possible collaboration with neighboring Network						
President-elect to attend Leadership Academy						
Plan to attend State and National Meetings/Orientations per budget						
Use OneLine Reservation Platform						
Additional Strategies						

Goal: To Build a Strong, Involved Base of REALTOR® Members	How?	Timeframe to accomplish. Start Date. Completion Date	Who is Responsible?	Resources Required	Define Success	√ When Done
MEMBERSHIP DEVELOPMENT/RECRUITMENT AND RETENTION						
Market Analysis: REALTORS® are target market: Know your market.						
Strategies						
Increase REALTOR® Membership by (suggestion is 10%)						
Implement new member orientation and first-year communications strategy						
Create and Use Project Teams appropriate to the Network						
Focus on Retention with New Member Interview						
Schedule Fund Raisers/Mixers						
Maintain 80% or better retention rate						
Additional Strategies						
Create Ambassador Program						

Network Name Dec 31 January February March April May June
 Prior Yr

Program or Event
 Post to Website
 Program Eval and
 Annual Report

Realtor Members							
National Affiliates							
Total Members							

Meetings:

Members Attending							
Non-Members Attending							
Affiliates Attending							
New Members Joined							

Other Income
 Strategic Partners

Intentional
 Networking

Volunteer Participation:							
Task Force Chairs							
Task Force Members							

Newsletter
 Orientation
 Post Program
 Fund Raiser

Taxes Filed

July August September October November December

